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## Melijoe.com raises EUR 9 million in a capital increase led by Gimv

**Children's multi-brand fashion e-tailer Melijoe.com has completed a EUR 9 million capital increase led by Gimv, one of Europe's largest investment companies. Melijoe.com's historical shareholder CM-CIC Capital Privé is also participating.**

This new capital round will enable Melijoe.com to expand its offer and boost its international growth. The company aims to become the world's leading children's fashion e-commerce site by 2017.

Launched in 2007 by mother-of-five Nathalie Christen-Genty, Melijoe.com has expanded rapidly. Based in Paris and available in six languages, the website hosts some of the industry's best-known brands in children's fashion. Thanks to efficient international delivery, already more than 50% of Melijoe.com's annual turnover is realised outside France.

**Nathalie Christen-Genty, President and Founder of Melijoe.com** comments : *"Melijoe works like a magazine that delivers the best children's brands anywhere in the world within 24 to 48 hours. We target a clientele of fashion-savvy mums who appreciate designer clothes for themselves and their children. We offer unique editorial content, and an outstanding service level. This capital increase marks a key opportunity for Melijoe to further enhance our offering and services, while boosting brand awareness and international growth."*

**Gert Kerkstoel, Partner at Gimv**, adds : *"Melijoe is more than an e-commerce site. It is recognised by its suppliers – the mid and higher-end kidswear brands – as the multi-brand website that represents best their image, as well as it is the worldwide reference for the sector. In that role Melijoe is a strategic partner for brands that are in an ongoing process of reviewing their distribution strategy to reflect the global, multi-channel retail reality. The challenge of adapting distribution to new consumer purchasing habits is far from over and kidswear is a perfect example of this evolution. We want to support Melijoe in further building out a global leading position in the industry."*

**Geoffroy Dubus, Partner at Gimv**, concludes : *"This new investment fits perfectly within Gimv's Consumer 2020 platform, which focuses on companies with a clear vision on what and how tomorrow's consumer will buy. Melijoe's rapid growth over the past few years vindicates its positioning and strategy. We intend to support the company in its international expansion, one of the growth relays in which Gimv has developed considerable expertise."*

Thanks to this latest transaction, Gimv is continuing to strengthen its presence in France, particularly within the Consumer 2020 platform, following a recent investment in the Wolf Lingerie Group, online tailor-made

travel agency Marco et Vasco, and also the acquisition of BrandAlley by Private Outlet, in a move to create one of Europe's leading fashion e-commerce businesses.

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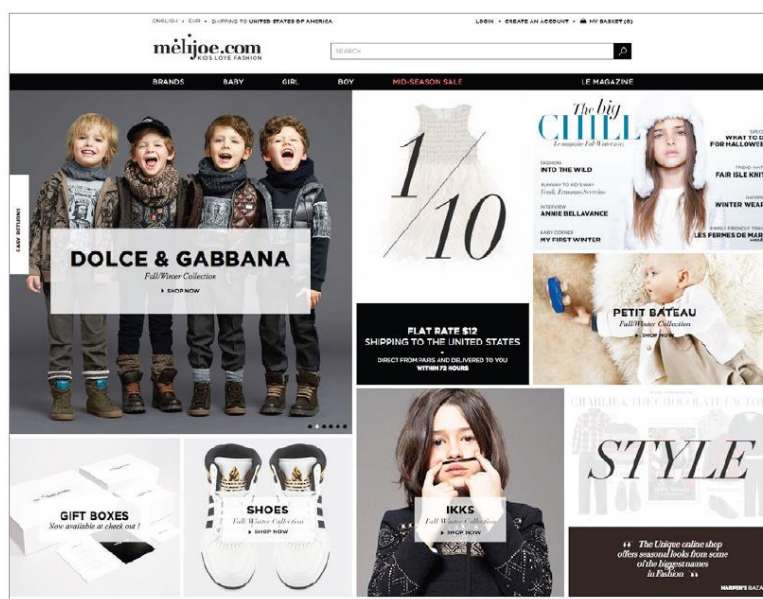
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#### ABOUT Melijoe.com

- More than 120 partnering brands
- 7,000 references per season
- 8 million visits in 2014
- 100,000 clients
- More than 50% annual turnover conducted internationally
- Melijoe.com employs 40 people in Paris

Since its launch, Melijoe.com has had a clear vision: a fashion-based e-commerce coupled with premium services in the children's fashion market. The website's in-house fashion magazine features unique editorial content, bringing the best kid's fashion inspired by adult runways around the world at the simple click of a mouse. Melijoe.com is considered by brands as the go-to reference website in children's fashion.

Please visit [www.melijoe.com](http://www.melijoe.com) for more details.

#### ABOUT GIMV

Gimv is a European investment company with more than 30 years' experience in private equity and venture capital. The company is listed on NYSE Euronext Brussels and currently manages around EUR 1.8 billion of investments (including co-investment funds) in 60 portfolio companies generating an overall turnover of more than EUR 6 billion and employing over 26,000 professionals.

As a recognised leader in selected investment platforms Gimv identifies entrepreneurial and innovative companies with high growth potential and guides and supports them in their transformation into market leaders. The four investment platforms are: Consumer 2020, Health & Care, Smart Industries and Sustainable Cities. Each of these platforms works with a skilled and dedicated team in Gimv's home market (Benelux, France and Germany) and is backed by an extensive international network of experts. Please visit [www.gimv.com](http://www.gimv.com) for more details.